

WHAT IS CLAIMED IS:

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1. A liquid crystal display device comprising:
a liquid crystal display which uses reflective type liquid crystal
with a memory effect;
a driving circuit which performs writing on the liquid crystal
display;
a data processing unit which is connected to the driving circuit;
a power supply circuit which supplies electric power to the driving
circuit and the data processing unit; and
a controller which inactivates at least part of the power supply
circuit and/or at least part of an internal circuit of the data processing
unit after writing on the liquid crystal display.
2. The liquid crystal display device according to claim 1, wherein:
the power supply circuit incorporates a booster circuit; and
the controller inactivates the booster circuit after writing on the
liquid crystal display.
3. The liquid crystal display according to claim 1, wherein:
the data processing unit incorporates a central processing unit;
and
the controller inactivates at least part of an internal circuit of the
central processing unit after writing on the liquid crystal display.
4. The liquid crystal display device according to claim 3, wherein the

central processing unit is capable of operating in a sleep mode to inactivate part of the internal circuit by itself after writing on the liquid crystal display.

5 5. The liquid crystal display device according to claim 1, not comprising a power switch for turning on and off a main power source.

6. The liquid crystal display device according to claim 1, wherein the liquid crystal display uses liquid crystal which exhibits a cholesteric
10 phase.

7. The liquid crystal display device according to claim 1, wherein:
the data processing unit incorporates a plurality of central
processing units; and

15 the controller inactivates at least part of an internal circuit of at least one of the central processing units after writing on the liquid crystal display.

8. The liquid crystal display device according to claim 1, wherein
20 unchangeable information is displayed on the liquid crystal display.

9. The liquid crystal display device according to claim 1, further comprising an operation section with which an user is capable of making an input,

25 wherein writing on the liquid crystal display is carried out in accordance with the input made with the operation section.

10. The liquid crystal display device according to claim 9, wherein inactivation of at least part of the internal circuit of the data processing unit is inhibited while an input is being continuously made with the operation section.

11. The liquid crystal display device according to claim 1, further comprising a receiving circuit which receives a signal from outside, wherein information about reception of a signal at the receiving circuit is displayed on the liquid crystal display.

12. The liquid crystal display device according to claim 1, wherein the controller inactivates at least part of the power supply circuit immediately after writing on the liquid crystal display.

13. The liquid crystal display device according to claim 1, wherein the controller inactivates at least part of the power supply circuit a specified time after writing on the liquid crystal display.

14. The liquid crystal display device according to claim 1, wherein the controller is capable of operating in a first mode to inactivate at least part of the power supply circuit immediately after writing on the liquid crystal display and in a second mode to inactivate at least part of the power supply circuit a specified time after writing on the liquid crystal display.

15. A portable electronic device comprising:
a liquid crystal display which uses reflective type liquid crystal

with a memory effect;

a driving circuit which performs writing on the liquid crystal display;

a data processing unit which is connected to the driving circuit;

a power supply circuit which supplies electric power to the driving circuit and the data processing unit;

a controller which inactivates at least part of the power supply circuit and/or at least part of an internal circuit of the data processing unit after writing on the liquid crystal display; and

a casing which encases the liquid crystal display, the driving circuit, the data processing unit, the power supply circuit and the controller.

16. A method for driving a liquid crystal display device provided with a liquid crystal display which uses reflective type liquid crystal with a memory effect, said method comprising the step of:

after writing on the liquid crystal display, inactivating at least part of a power supply circuit which supplies electric power to a driving circuit which performs writing on the liquid crystal display and/or at least part of an internal circuit of a data processing unit which is connected to the driving circuit.

17. The driving method according to claim 16, wherein at least part of the power supply circuit is inactivated immediately after writing on the liquid crystal display.

18. The driving method according to claim 16, wherein at least part of the power supply circuit is inactivated a specified time after writing on the liquid crystal display.

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